ABSTRACT OF THE INVENTION

Users of a computer network (e.g., the Internet) can be encouraged to access dynamic pricing information (e.g., bid/ask pricing information for goods/services available in commerce) on the computer network (e.g., collected and maintained by a dynamic pricing system) by distributing to one or more users of the computer network (e.g., by e-mail) a modular computer program (e.g., a Java applet) that displays (e.g., in ticker format) dynamic pricing information collected from the computer network, and presenting to the one or more users of the modular computer program an interactive visual indication (e.g., a hyperlink or glyph) of a user-attractive resource available on the computer network (e.g., a contest, reward program, coupons, etc.). Access to the user-attractive resource can be provided to a user upon sensing that the user selected the interactive visual indication. The stream of dynamic pricing information displayed to users can have a predefined taxonomy, and the users can selectively view different levels of the taxonomy.

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